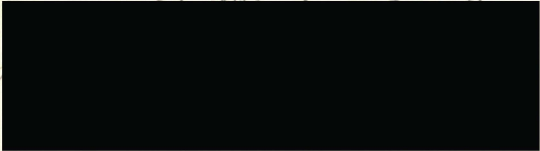


~~Kit~~ Köthl Draheim R-73746



# 1974 NATIONAL COIN WEEK REPORT

By Keith Draheim

ANA R-73746

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## GOALS

I've only been an ANA member for a little over a year and this was my first experience in supporting National Coin Week by the use of a special exhibit.

The main goals of the exhibit and my participation in NCW where, of course, along the guide lines of the goals of NCW as originally sponsored by the ANA. I also wanted to show how inexpensive, by the type of material displayed, numismatics can be. Another goal that I wanted to achieve was to show the people that I talked to, that there's more to collecting than the investment and profit angle. I wanted to show them that this hobby/science of ours could be much more rewarding intellectually than financially.

Of course, my final, but not necessarily least important goal was to personally share my hobby and the rewards it has given me with others.

## CONTENT OF EXHIBIT & HOW DISPLAYED

I personally feel that one of the areas of numismatics of most interest to the non-collector, as well as the beginning collector, is in the field of odd and curious money. That is the main reason why I chose to feature that type of material in my exhibit.

The main part of the exhibit consisted of three conventional exhibit cases, the general contents of each as follows: first case-strange money of the Americas such as, AZtec Hoe currency, cocoa bean money, Indian arrow points, clay trade pipe, etc.

second case-primitive money of Africa such as, copper manilla, cowrie shells, Gitzi penny, trade cloth, etc. also primitive money of the South Pacific such as, string of Nassa shells and cassowary quills,




shell disk money, etc. third case-odd and curious money of Asia such as, sycee silver ingot, Siam bullet coins, Buddhist funeral money, Tea brick section, etc. also a few misc. types of strange money such as, silver fishhook money, Arabian Towellah, amber, etc.

Also in the cases were typed cards giving comprehensive information on the items exhibited, as well as a few illustrations of other related strange money where space allowed. As you know, all of these items are quite interesting, with a great deal of historical value and cultural significance. Also, all of them may be readily purchased for less than \$10 each, most for less than \$5. That factor supports my belief that numismatics doesn't have to be an expensive hobby to be rewarding.

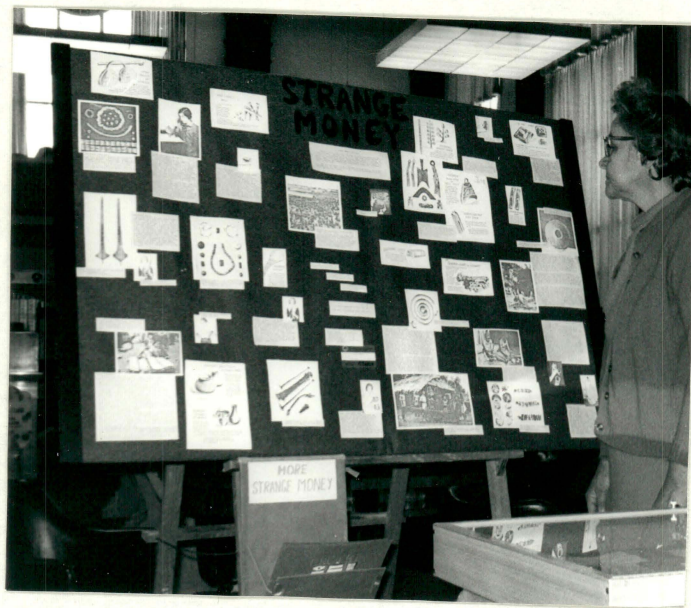
I also had four 4"x8" snap-lock cases with my partial collection of Marshfield tokens on display. In the exhibit I called the tokens "Marshfield's own Strange Money, which added local interest to the display.

In addition to the cases of actual "strange money" in the display, I also used a 3'x4' display panel mounted on an easel. This device allowed me to show illustrations and stories of many other exotic examples of odd "money" that are beyond the means of my collecting budget. A few examples would include salt money, Santa Cruz feather coils, Yap Island stone money, Chinese spade and knife coins, African spearhead money, and many others.

I have enclosed several photographs to give you a better idea of the appearance of the exhibit.









## RESULTS

Since I had my exhibit in a local bank where not everyone has time to stop and get involved with something as demanding as reading all the little cards in a numismatic display, only about 6 or 8 people a day would stop and take time to look at the exhibit in depth. However, about 20 people a day would take enough interest to look at part of the display or glance in all of the cases just out of curiosity.

I had a few problems with preliminary publicity, so I didn't have many people come to see the exhibit specifically.

Also, I'm sorry to say, a bank isn't a very good place for an exhibit if a person wants to give the youth a chance to see it. Because of school hours, only a couple of young people were in to see the display Friday evening.

Enough of the problems, now for the benefits.

I was able to share my collection with about 35 to 40 people who took the time to explore the exhibit. It was also possible to show a couple of hundred people, who looked at my display out of curiosity, that there's more to numismatics than filling holes in a coin folder.

The exhibit and National Coin Week were given widespread coverage in the Marshfield News-Herald, which allowed me to share my hobby with many people who were not able to see the actual display. (Note clippings in publicity section of this report.)

In summary, I'd like to say that even though the exhibit wasn't exactly an outstanding success as far as the number of people reached is concerned, I feel that enough were reached so that the display wasn't a wasted effort. I can also say that I've learned a great



deal about setting up something of this nature. Next year I'll be able to do a better job and hopefully reach many more people.

#### PUBLICITY

I took the following steps to get as much advance publicity as possible.

I sent news releases to the Coin World Newspaper, to the Marshfield News-Herald, and to the local radio station WDLB Broadcasting.

I've attached copies of the news releases as they appeared in the newspapers.

### NCW Exhibit On Display In Wisconsin

An exhibit of primitive and strange money of the world will be on display in the Central State Bank lobby in Marshfield, Wis., during National Coin Week, reports Keith Draheim.

"The display will include money used in the slave trade in Africa in the 1800s, barter items used by North American Indians, and a few examples of money used by the South Sea Islanders, as well as other odd and curious trade items from around the world.

"Also on display will be numerous photographs and illustrations on other types of primitive and strange money," Draheim said.

American Numismatic Association member Draheim said he would be on hand during regular banking hours the week of the display to answer questions concerning the exhibit or numismatics in general.

### Coin Week Exhibit Is Scheduled

A special exhibit of primitive and strange money of the world will be on display in the lobby of the Central State Bank during National Coin Week, April 22 to 26.

This year's theme for National Coin Week, sponsored by the American Numismatic Association, is "History in Your Hands." The theme will be emphasized by the historical and economical value of the primitive and unusual trade items in the exhibit.

A sample of the contents of the exhibit includes money used by the North American Indians, and a few examples of the "money" used by the South Sea Islanders, as well as many other odd and curious trade items from around the world. Also on display will be numerous photographs and illustrations of other types of primitive and strange "money."

Keith Draheim, a local member of the association and owner of the exhibit, will be on hand and willing to answer questions concerning the exhibit, coins, coin collecting or the American Numismatic Association.



I also set posters up around town to reach even more people. The Marshfield News-Herald gave a little extra support for NCW by printing a special numismatically oriented editorial on Saturday, April 20th. I've attached a copy for your interest.

# THE MARSHFIELD NEWS-HERALD

Steve Hopkins,  
Publisher

E. W. Heller,  
Editor

Robert J. Dahlke,  
Business Manager

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SATURDAY, APRIL 20, 1974

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## Modern Gold Rush

Worried about inflation and the general economic malaise, growing numbers of Americans are taking their money out of the stock market and savings accounts and investing it in tangible items — paintings, antiques, gems, jewelry and even vintage wines — that seem certain to increase in value.

The most popular hedge against inflation appears to be gold and silver coins. Miguel A. Quintero, gold - coin portfolio manager of Deak & Co. in Washington, is quoted as saying that his business has tripled in the past six months. Some banks are buying coins for the portfolios of certain trust accounts they manage.

As a result of the rising demand, the prices of coins are soaring. Three years ago a U.S. \$20 gold piece — the double eagle — sold for around \$75. By mid - January 1973 the price had risen to \$136, and today the selling price is about \$345 — more than

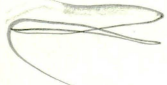
twice the value of its gold content.

In the past three months the price of a Mexican gold peso jumped from \$150 to \$260 in some markets, and the British sovereign rose from \$39.50 to \$69.50. Bags of silver coins worth \$1,000 at face value bring as much on the silver exchanges that have sprung up in recent years.

Numismatic investors and speculators are looked upon with disdain by some serious coin collectors, many of whom belong to the American Numismatic Association, which will sponsor National Coin Week beginning tomorrow.

Because so many of the people collecting for investment do not know anything about coins, counterfeiting has become a serious problem. Buyers should be sure to get a certificate of guarantee from the seller, says Quintero. But despite the risks, he contends, coins are the safest investment one can make this year.

The News-Herald also gave my exhibit special coverage by publishing an article explaining some of my exhibit. The article also gave me an opportunity to share with a large number of people my personal goals as a numismatist as well as show them that a person doesn't have to have a lot of money to benefit from collecting and learning about coins. Attached is a copy of the article.







**MARSHFIELD'S STRANGE MONEY —**  
Local numismatist Keith Draheim holds some early 20th Century gambling chips from the old Hotel Blodgett. Draheim,

whose collection of "old and strange money" from all over the world is on display at Central State Bank, is now hunting for old Marshfield "strange money."

(News-Herald Photo)

## Local Numismatist Hunts Odd Money

Keith Draheim's idea of saving money is a little different than that of most people.

Draheim is a numismatist, a collector not only of coins, but of "old and strange money" that was used in barter long before inflatable paper money was invented.

Part of his personal collection of monetary oddities has been on display since Monday at Central State Bank in celebration of the 50th anniversary of National Coin Week sponsored by the American Numismatic Association. It will be on display at the bank through the evening.

The 24-year-old Marshfield collector began his collection at the age of 12 when a nurse first interested him in old pennies and nickels. For many years his collection remained fairly conventional until about a year ago when he began collecting "non-

Draheim said he arranged his display to show people that collecting numismatic material does not have to be expensive. The most costly item in his display is an Aztec "hoe piece," a small rectangular sheet of bronze for which he paid \$10.

The "hoe piece" is almost 1,000 years old, and according to Draheim's research, would at one time have purchased about 80 slaves.

Most of the other items in the collection were purchased for under \$5.

The display includes American Indian arrowheads, pipes and beads, all of which were used in trading, and

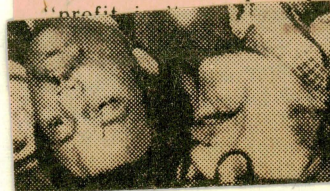
cowrie shells, one of the first fairly universal monetary units with a reasonably fixed value. At one time one shell would purchase one slave, according to Draheim.

He also has part of a Chinese "tea brick" which in addition to being used as money was also thought to have medicinal properties.

Draheim said that some of the bricks were made from sweepings and dust in tea rooms and were combined with ox blood or yak dung and then compressed into bricks. The value of each brick was stamped into the top.

Each item in Draheim's collection is accompanied by a card which gives background information. "Researching the pieces and trying to locate rare pieces are the most rewarding aspects of numismatics," he said.

Although Draheim said that he has some coins which have increased in value by 50 per cent within the past year,





Below is a list of all those who gave me help in sharing NCW  
with the citizens of Marshfield.

Lawrence Thill, Pres.  
Central State Bank  
300 S. Central Ave.  
Marshfield, Wi. 54449

Mrs. Wilmer Draheim  
[REDACTED]

#### Publicity -

Marshfield News-Herald  
111 W. 3rd St.  
Marshfield, Wi. 54449

Coin World  
P.O. Box 150  
Sidney, Ohio

WDLB & WDLB FM Broadcasting  
1710 N. Central Ave.  
Marshfield, Wi. 54449

R. Ramlow  
Marshfield Senior High  
[REDACTED]

#### Posters Displayed -

Central Wis. Coin Col  
225 S. Central Ave.  
Marshfield, Wis. 54449

Parkway Food Stores  
120 N. Central Ave.  
marshfield, Wi. 54449

Adler Pharmacy  
342 S. Central Ave.  
marshfield, Wi. 54449

Rice-Rust Pharmacy  
249 S. Central Ave.  
Marshfield, Wi. 54449

Wing Drug Co., Inc.  
Washington Square  
Marshfield, Wi. 54449